

WHAT IS CLAIMED IS:

1. A method of providing a consumer with entertainment content coupled with updated advertisements, comprising:
 - recording entertainment content on a first medium;
 - recording advertisements on a second medium;
 - distributing entertainment content pre-recorded on the first medium to customer locations;
 - periodically distributing advertisements pre-recorded on the second medium to customer locations;
 - inserting a first medium containing customer-selected, pre-recorded entertainment content into a player device;
 - inserting a second medium containing pre-recorded advertising content into the player device;
 - displaying the selected entertainment content at the customer location via the player device; and
 - displaying advertisements from the second medium at times before, during, or after display of the selected entertainment content.
2. The method of claim 1 wherein the first medium has a hardware security feature such that display of the entertainment content is possible only upon a player device including hardware compatible with the hardware security feature.
3. The method of claim 1 wherein the first medium and the second medium both have a hardware security feature such that display of the entertainment

content is possible only upon a player device including hardware compatible with the hardware security feature.

4. The method of claim 3 wherein the first medium and the second medium are the same medium.
5. The method of claim 1 wherein the step of recording on the second medium includes recording both advertisements and an index of entertainment content.
6. The method of claim 1 wherein the advertisements include current movie previews.
7. The method of claim 6 including the step of displaying the movie previews before displaying the selected entertainment content.
8. The method of claim 1 wherein the advertisements include commercial advertisements other than movie previews.
9. The method of claim 8 wherein the commercial advertisements other than previews are displayed before displaying the selected entertainment content.
10. The method of claim 8 wherein the entertainment content includes insertion points for display of advertisements, and including the step of displaying advertisements from the second medium at the insertion points.
11. The method of claim 1 including the step of generating customer preferences by analysis of customer characteristics and selecting a subset of the advertisements contained in the second medium based upon customer preference.

12. The method of claim 1 wherein the first medium comprises a disc having a diameter greater than about 125mm and less than 300mm.
13. The method of claim 1 wherein the first medium comprises a disc having data recorded on a reflective layer and an optically transmissive coating having a total transmission of 635nm or less than the minimum transmission set forth as the standard DVD specification.
14. The method of claim 1 including the step of downloading content from the player device to a second portable player device.

15. A player device for generating audio visual signals representative of entertainment content with advertisements, said device comprising:
reader mechanism reading entertainment content prerecorded on a first medium and reading advertisements pre-recorded on a second medium;
and
a processor generating command signals inserting advertisements read by the reader mechanism from the second medium into entertainment content read by the reader mechanism from the first medium.
16. The player device of claim 15 wherein the reader mechanism comprises a first reader for reading the first medium containing the entertainment content and a second reader for reading the second medium containing the advertisements.
17. The player device of claim 16 wherein the first and second media reside one over the other in the player device for reading, and the device includes one reader above the top disc and the other reader below the bottom disc.
18. The player device of claim 15 wherein the reader mechanism includes a single optical pickup.
19. The player device of claim 18 wherein the first and second media are mechanically, sequentially moved for reading.
20. The player device of claim 16 including a memory device storing read data to permit seamless, uninterrupted insertion of advertisements into entertainment content.

21. The player device of claim 15 including an input for displaying signals from a broadcast content source (e.g., cable TV or direct broadcast satellite) and inserting advertisements prerecorded on the second medium into the broadcast content.

22. A method of providing consumers with entertainment content coupled with updated advertisements, comprising:
- distributing to each consumer (i) a plurality of first media, each first medium containing pre-recorded movies, music selections, information or other content, (ii) at least one second medium containing a plurality of pre-recorded advertisements, and (iii) a player device having the capability to read both the first and second media;
- periodically, for example monthly, distributing pre-recorded advertising on a second medium;
- playing consumer-selected entertainment content via the first medium; and
- at times before, during or after the playing of the entertainment content, playing advertisements via the second medium.
23. The method of claim 22 wherein the second medium contains an index of available entertainment content.
24. The method of claim 22 wherein the step of distributing items (i), (ii) and (iii) to customers is free of charge to the customer.
25. The method of claim 22 wherein the step of distributing items (i), (ii) and (iii) to customers is at a charge to customers not exceeding production and shipping costs.
26. The method of claim 22 wherein the customers are provided with the entertainment content and updated advertisements without the necessity of the customers having cable TV or direct broadcast satellite service.

27. The method of claim 22 including the step of inputting display signals from a broadcast source (e.g., cable TV or direct broadcast satellite) into the player device and inserting advertisements pre-recorded on the second medium into the broadcast content.
28. The method of claim 22 including the step of shipping entertainment content on first media to customers on a periodic basis.
29. The method of claim 28 wherein the periodic shipments are targeted to customer preferences.
30. The method of claim 22 wherein the entertainment content includes insertion points for display of advertisements, and including the step of displaying advertisements from the second medium at the insertion points.
31. The method of claim 22 including the step of consumers archiving first media.
32. The method of claim 22 including the step of charging customers for playing entertainment content on a play-per-view basis.
33. The method of claim 22 including the step of charging customers for playing entertainment content on a subscription basis.
34. The method of claim 22 including the step of charging customers for playing entertainment content on a one time fee-to-own basis.
35. The method of claim 22 including the step of communicating information that is representative of the playing of entertainment content and advertisements between the customer and a system operator.
36. The method of claim 22 including the step of downloading content from the player device to a second portable player device.

37. The method of claim 36 wherein the portable player device includes a projector.

38. The method of claim 22 wherein the step of playing entertainment content from the first medium is carried out by an optical reader operating at or below 405nm.